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**UTILITY
PATENT APPLICATION
TRANSMITTAL**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.		
First Inventor		Cung N. Phan
Title	In-store Customer Display Device And Method	
Express Mail Label No.		

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, DC 20231

- Free Transmittal Form (e.g., PTO/SB/17)
(Submit an original and a duplicate for fee processing)
1. ☒ Applicant claims small entity status.
See 37 CFR 1.27.
2. ☒ Specification [Total Pages 20] 1
(preferred arrangement set forth below)
- Descriptive title of the invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to sequence listing, a table, or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 7]
5. Oath or Declaration [Total Pages 2]
- a. ☒ Newly executed (original or copy)
Copy from a prior application (37 CFR 1.63 (d))
b. ☐ (for continuation/divisional with Box 18 completed)
- i. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting inventor(s)
named in the prior application, see 37 CFR
1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (*Appendix*)
8. Nucleotide and/or Amino Acid Sequence Submission (*if applicable, all necessary*)
- a. ☐ Computer Readable Form (CRF)
- b. Specification Sequence Listing on:
- i. ☐ CD-ROM or CD-R (2 copies); or
- ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
11. ☐ English Translation Document (if applicable)
12. ☒ Information Disclosure ☐ Copies of IDS
Statement (IDS)/PTO-1449 Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503)
(Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
16. ☒ Request and Certification under 35 U.S.C. 122
(b)(2)(B)(i). Applicant must attach form PTO/SB/35
or its equivalent.
17. ☐ Other:

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No. _____


Prior application information' *Examiner* _____ *Group Art Unit* _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label or ☒ Correspondence address below

Name	Cung N. Phan					
Address	5109-C2 East La Palma Avenue					
City	Anaheim	State	CA	Zip Code	92807	
Country	USA	Telephone	(714) 701-1600	Fax	(714) 701-1605	

Name (Print/Type)	CUNG N. PHAN	Registration No. (Attorney/Agent)	
Signature		Date	12/12/00

Burden Hour Statement. This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231

jc825 U.S. PTO
09/736543
12/13/00

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FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$ 535.00)

Complete if Known

Application Number
Filing Date
First Named Inventor: Cung N. Phan
Examiner Name
Group Art Unit
Attorney Docket No.

METHOD OF PAYMENT

1. ☐ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

Deposit Account Number
Deposit Account Name

☐ Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17

☒ Applicant claims small entity status. See 37 CFR 1.27

2. ☒ Payment Enclosed:

☒ Check ☐ Credit card ☐ Money Order ☐ Other

FEE CALCULATION

1. BASIC FILING FEE

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description
101 710	201 355	Utility filing fee
106 320	206 160	Design filing fee
107 490	207 245	Plant filing fee
108 710	208 355	Reissue filing fee
114 150	214 75	Provisional filing fee

Fee Paid

SUBTOTAL (1) (\$ 355)

2. EXTRA CLAIM FEES

Total Claims: 19
Independent Claims: 2
Multiple Dependent Claims: 17

Extra Claims: 19 - 20** = 0
Independent Claims: 2 - 3** = 0

Fee from below: 0
Fee Paid: 0

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee Description
103 18	203 9	Claims in excess of 20
102 80	202 40	Independent claims in excess of 3
104 270	204 135	Multiple dependent claim, if not paid
109 80	209 40	** Reissue independent claims over original patent
110 18	210 9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 0)

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Fee Code (\$)	Fee Code (\$)	Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
105 130	205 65			Surcharge - late filing fee or oath	
127 50	227 25			Surcharge - late provisional filing fee or cover sheet	
139 130	139 130			Non-English specification	
147 2,520	147 2,520			For filing a request for ex parte reexamination	
112 920*	112 920*			Requesting publication of SIR prior to Examiner action	
113 1,840*	113 1,840*			Requesting publication of SIR after Examiner action	
115 110	215 55			Extension for reply within first month	
116 390	216 195			Extension for reply within second month	
117 890	217 445			Extension for reply within third month	
118 1,390	218 695			Extension for reply within fourth month	
128 1,890	228 945			Extension for reply within fifth month	
119 310	219 155			Notice of Appeal	
120 310	220 155			Filing a brief in support of an appeal	
121 270	221 135			Request for oral hearing	
138 1,510	138 1,510			Petition to institute a public use proceeding	
140 110	240 55			Petition to revive - unavoidable	
141 1,240	241 620			Petition to revive - unintentional	
142 1,240	242 620			Utility issue fee (or reissue)	
143 440	243 220			Design issue fee	
144 600	244 300			Plant issue fee	
122 130	122 130			Petitions to the Commissioner	
123 50	123 50			Processing fee under 37 CFR 1.17(q)	
126 180	126 180			Submission of Information Disclosure Stmt	180
581 40	581 40			Recording each patent assignment per property (times number of properties)	
146 710	246 355			Filing a submission after final rejection (37 CFR § 1.129(a))	
149 710	249 355			For each additional invention to be examined (37 CFR § 1.129(b))	
179 710	279 355			Request for Continued Examination (RCE)	
169 900	169 900			Request for expedited examination of a design application	

Other fee (specify) _____
SUBTOTAL (3) (\$ 180)

SUBMITTED BY

Name (Print/Type): CUNG N. PHAN
Signature: [Signature]

Registration No. (Attorney/Agent)

Complete (if applicable)

Telephone: (714) 701-1600
Date: 12/12/00

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

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In The United States Patent And Trademark Office

Mailed: December 12, 2000

Box Patent Application
Assistant Commissioner for Patents
Washington, District of Columbia 20231

Sir:

Please file the following enclosed patent application papers:

Applicant Name: Cung N. Phan

Title: IN-STORE CUSTOMER DISPLAY DEVICE AND METHOD.

- PTO Form SB/05 UTILITY PATENT APPLICATION TRANSMITTAL—1 pg.
- PTO Form SB/01 DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION—2 pgs.
- PTO Form SB/17 FEE TRANSMITTAL FOR FY 2001—1 pg.
- PTO Form SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT—2 pgs.
- PTO Form SB/35 REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)—1 pg.
- Specifications, Claims, and Abstract—20 pgs.
- Formal Drawings—7 pgs.
- Check #11634 for \$535.00, for:
 - \$355 for Basic Filing Fee (small entity), and
 - \$180 for Submission of Information Disclosure
- Proof of Receipt and Return Receipt Envelope Addressed to Applicant
- Applicant request under MPEP § 707.07(j): the undersigned, a pro se applicant, respectfully requests that if the Examiner finds patentable subject matter disclosed in this application, but feels that Applicant's present claims are not entirely suitable, the Examiner draft one or more allowable claims for Applicant.

Very respectfully,

Address (Send Correspondence Here):

Cung N. Phan
Sales Management Systems, Inc.
5109-C2 East La Palma Ave.
Anaheim, CA 92807



Applicant Signature: Cung N. Phan

Express Mail Label #:

EL526225424US

Date of Deposit: December 12, 2000

PROOF OF RECEIPT

The following received today: _____

Patent Application of **Cung N. Phan** for "**In-Store Customer Display And Device Method**," consisting of:

- ☐ PTO Form SB/05 UTILITY PATENT APPLICATION TRANSMITTAL—1 pg.
- ☐ PTO Form SB/01 DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION—2 pgs.
- ☐ PTO Form SB/17 FEE TRANSMITTAL FOR FY 2001—1 pg.
- ☐ PTO Form SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT—2 pgs.
- ☐ PTO Form SB/35 REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)—1 pg.
- ☐ Specifications, Claims, and Abstract—20 pgs.
- ☐ Formal Drawings—7 pgs.
- ☐ Check #11634 for \$535.00

One copy each of:

- ☐ U.S. Patent No. 4,833,308, pgs. 1-4; Fig. 1-2
- ☐ U.S. Patent No. 4,825,045, pgs. 1-4; Fig. 1-2
- ☐ U.S. Patent No. 5,945,975, abstract
- ☐ U.S. Patent No. 5,978,777, pgs. 1-4; Fig. 1-3
- ☐ U.S. Patent No. 4,852,042, pgs. 1-2, 7-8
- ☐ U.S. Patent No. 5,235,509 abstract
- ☐ U.S. Patent No. 6,032,126 pgs. 1-4
- ☐ U.S. Patent No. 6,003,015 pgs. 19-21
- ☐ U.S. Patent No. 4,843,547 abstract

- ☐ MICROSOFT, Hardware Requirements For Multiple Display Support In Windows 98. pgs. 1-4
- ☐ MICROSOFT How to Enable Multiple Display Support Using windows 98. pgs. 1-2
- ☐ INNOVATIVE DISPLAY TECHNOLOGIES ScanVue Price Checker/Verifier with POP Advertising Capabilities. 8 pgs.
- ☐ HYPERCON Epic by Hypercon. 1 pg.
- ☐ JULIE RITZER ROSS Touchscreen. pgs. 55, 58, and 60
- ☐ DEENA M. AMATO-McCOY Putting the Web at the Point of Sale. Pgs. 46-47
- ☐ MICROWARE SYSTEMS CORP Press Release "MobiNetix Chooses Microware Systems Corporation's OS-9 for use in First Web-Enabled Transaction Computer." 2 pgs.
- ☐ VERIFONE Introducing Omni 5200. 1 pg.